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## Consumer Education Workgroup AGENDA

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Tuesday, March 19, 2013

10:00am – 11:00am

James R. Thompson Center

100 W. Randolph Street, Suite 2-201

Chicago, IL 60601

Call in Number 888-494-4032, Code 129 237 6808

- I. Welcome and Introductions
- II. Approval of Minutes for December 18, 2012 and February 19, 2013
- III. ILHIE entering Phase II this March – Danny
- IV. Toolkit Status
  - a. Statewide Consumer IT/health IT Resources – Still missing from Toolkit. Very much need workgroup input to provide this information
  - b. Ongoing patient story collection. There is no need for story release for the testimonials as long as we do not use full names of images (ILHIE will check with all individuals to see if they agree to have their stories shared).
  - c. Input from workgroup and ILHIE Advisory Board changes made, reading levels remain the same
  - d. Design, will go to a designer for formatting and “packaging” and should be completed by end of month
  - e. Toolkit will be posted on the ILHIE site in the consumer/patient and professional tabs as well as on a rotator on the site. The goal will be to have these materials posted on many HIT-related sites as a resource
- V. Plan for workgroup reaching out to channels over next 10 months
  - a. RECs (part of workgroup)
  - b. Regional HIEs
  - c. Workgroup member’s organizations
  - d. Scheduling Education Partner meetings – Who will contact what groups and when?
  - e. Coordinating an April teleconference with education providers?
  - f. Collecting partner measurement objectives - metrics from each above group
- VI. Physician finder + EHR – Theresa Walunas, CHITREC
- VII. Timeline Review and Next Steps
- VIII. Public Comment

All meetings will be accessible to handicapped individuals in compliance with pertinent state and federal laws upon notification of anticipated attendance. Handicapped persons planning to attend and needing special accommodations should contact OHIT at least five business days prior to the meeting so that we may best accommodate their needs.

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## IX. Adjourn

### **Actionable Communication Strategy Statement**

“ILHIE consumer communication and outreach will target [whom] to help them understand, believe or do [what], by informing them of [messages], through [messengers or channels] to result in [objectives].”

### **Timeline – DRAFT**

#### **ILHIE Communication Rollout -2013**

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|------------------|---|
| <b>Jan – Feb</b> | Finalize toolkit – appropriate education level & languages<br><br>Gather, refine case studies/stories/vignettes           |
| <b>Monthly</b>   | Update Work Group on status of new services offered by ILHIE so they can be included in Work Group communication efforts. |
| <b>Feb</b>       | Review toolkit with ILHIE Advisory Board  |
| <b>Feb</b>       | Develop statewide HIT resources list for consumers ( <b>workgroup assistance needed</b> )                                 |
| <b>Mar</b>       | ILHIE Consumer Ed Work Group – Introduce toolkit to Regional HIE’s and other Partner Educators                            |
| <b>Apr</b>       | Group teleconference with Regional HIEs to share info   |
| <b>Apr</b>       | Report on status of HIM. Is there a way to share our tools with them?   |
| <b>Apr - Dec</b> | Group teleconference with Education Partner groups  |

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